

**EXHIBIT 5**

**Sample Advertisement**

WIRELESS FLYER - FRONT

**FREE**  
**CELL PHONE**  
 FREE MINUTES & TEXTS  
 See reverse for more info!

**250**  
**MINUTES**

**EACH MONTH.  
 EVERY MONTH.**

**ALL** qualifying customers get:  
**FREE** Cell Phone  
 & Activation

**1.800.544.4441**  
[www.StandUpWireless.com](http://www.StandUpWireless.com)

**StandUP**  
 WIRELESS

Complaints concerning Lifeline/ Linkup service can be directed to the  
 XXXXX Public Service Commission's Consumer Affairs Unit at 000-000-0000.

WIRELESS FLYER - FRONT2

**FREE**  
**CELL PHONE**  
 FREE MINUTES & TEXTS  
 See reverse for more info!

**100**  
 ANYTIME MINUTES  
**100**  
 TEXT MESSAGES

**EACH MONTH.  
 EVERY MONTH.**  
 WITH ROLLOVER

**ALL** qualifying customers get:  
**FREE** Cell Phone  
 & Activation

**1.800.544.4441**  
[www.StandUpWireless.com](http://www.StandUpWireless.com)

**StandUP**  
 WIRELESS

Complaints concerning Lifeline/ Linkup service can be directed to the  
 XXXXX Public Service Commission's Consumer Affairs Unit at 000-000-0000.

WIRELESS FLYER - BACK

**FREE**  
**CELL PHONE**  
 FREE MINUTES  
 & TEXTS  
 See reverse for more info!

**1.800.544.4441**  
[www.StandUpWireless.com](http://www.StandUpWireless.com)

**StandUP**  
 WIRELESS

**IMPORTANT** **LIFELINE WIRELESS  
 SERVICE INFORMATION:**

Lifeline is a government assistance program. **Only one Lifeline service is available per household.** A violation of the one-per-household limitation constitutes a violation of the Federal Communication Commission's rules and will result in your de-enrollment from the program. **Your household is not permitted to receive multiple Lifeline benefits** whether they be from one or multiple companies. This includes wireline and wireless services. **Lifeline is a non-transferable benefit.** You may not transfer your benefit to any other person. **You must activate your service. You must use your phone to continue to receive service.** Should you not use your service for 60 days you will be de-enrolled. **Lifeline is a federal benefit.** Willingly making false statements to obtain the benefit can result in fines, imprisonment, de-enrollment or being barred from the program. **Proof of eligibility is required and only eligible customers may enroll. Proof** may consist of eligible program card or statement of benefits.

Global Connection Inc. of America

**EXHIBIT 6**

**Proposed Advertising Plan**

**LIFELINE**

**ADVERTISING AND OUTREACH PLAN**

**OF**

**GLOBAL CONNECTION INC. OF AMERICA**  
**D/B/A STAND UP WIRELESS**

**FOR THE**

**STATE OF SOUTH CAROLINA**

**GLOBAL CONNECTION INC. OF AMERICA**

**D/B/A STAND UP WIRELESS**

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## **SUMMARY**

Global Connection Inc. of America d/b/a STAND UP WIRELESS (“Stand Up Wireless”) has developed this Advertising Plan (the “Plan”) in compliance with Chapter 103-690 of the South Carolina Code of Regulations (Unannotated), which requires carriers who are “seeking ETC designation for the purposes of participation in the Lifeline program to “submit a two-year plan that describes the carrier’s plans for advertising and outreach programs for identifying, qualifying, and enrolling eligible participants in the Lifeline program. In accordance with state and federal requirements, Stand Up Wireless will “Publicize the availability of Lifeline service in a manner reasonable designed to reach those likely to qualify for the service”<sup>1</sup>.

Implementation of the Company’s Advertising Plan will commence upon designation as an Eligible Telecommunications Carrier (“ETC”) and will continue for a term no less than twenty-four (24) months from the date that the approval order becomes effective.

## **BACKGROUND**

Global Connection Inc. of America d/b/a STAND UP WIRELESS (“Stand Up Wireless” or the “Company”) is a Georgia Corporation<sup>2</sup> and is authorized to conduct business as a foreign Corporation in the State of South Carolina. Stand Up Wireless is a provider of commercial mobile radio service (“CMRS”) throughout the United States and provides prepaid wireless telecommunications services to consumers by using the Sprint Spectrum L.P. (“Sprint”) network. The Company’s principle office is located at 5555 Oakbrook Parkway, Suite 620, Norcross, Georgia 30093.

## **ADVERTISING AND OUTREACH PLAN**

The Advertising and Outreach Plan of the Company is structured to promote maximum visibility of the Lifeline program throughout the State of South Carolina. Stand Up Wireless will use advertising mediums that have a proven track record of effectively identifying, informing, and educating current and potential subscribers of the Lifeline program thereby increasing consumer awareness and the overall penetration of Lifeline subscribership in South Carolina. The Company will begin implementation of its Advertising and Outreach Plan throughout its designated service area in the State of South Carolina upon designation as an ETC, which will continue for a period of no less than 24 months.

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<sup>1</sup> CFR 47 § 54.405(b)

<sup>2</sup> Global Connection Inc. of America was incorporated in the State of Georgia on June 1, 1998.

## **I. Advertising and Outreach to New Customers**

### **A. Governmental Agencies**

Stand Up Wireless will coordinate its outreach efforts with and provide advertising materials to governmental agencies and other organizations that administer relevant governmental assistance programs and cater to those likely to qualify for support. Currently, the Company's advertising plans call for it to coordinate advertising and outreach efforts with organizations such as:

Social Service Agencies  
Community Centers  
Local Counsel on Aging Centers  
United Way  
AARP

Implementation of this phase will begin upon completion of the Company's Outreach to its existing customer base and will be ongoing in nature. Stand Up Wireless expects that it will take approximately twelve (12) months to make outreach materials fully available throughout the designated service area.

### **B. Print Media**

Stand Up Wireless will begin print advertising using a media of general distribution. Specifically, the Company will begin by advertising the availability of Lifeline in the designated area through free publications such as the Dollar Saver and Thrifty Nickel. These publications, and others like it, are available without cost or subscription requirements and are widely distributed throughout the State of South Carolina. As such, Stand Up Wireless believes that this form of advertisement to not only be effective but is consistent with the requirements of §54.405 and 54.411, which require ETCs to publicize the availability of Lifeline service in a manner reasonable designed to reach those likely to qualify for the support.

The print material will be readily available in the retail outlets that are frequented by low income consumers; examples include all Western Union and MoneyGram locations, independent operators including insurance providers, check cashing locations and select discount retailers. Stand Up Wireless will provide retail vendors with signage to be displayed where Stand Up Wireless products are sold, and with printed materials describing Stand Up Wireless' Lifeline program.

Implementation will begin upon completion of the Company's Governmental Outreach campaign and will take approximately six (6) months to fully implement in all of the designated service area. Once in place, Stand Up Wireless will continue its print media advertisement on an ongoing basis.



### **C. Broadcast Media**

Stand Up Wireless will implement a brisk and consistent broadcast advertising campaign throughout South Carolina. Implementation of this phase of the Company's advertising and outreach campaign will commence with advertising on broadcast TV stations in lieu of cable TV due to the lack of low-income viewership.

Current broadcast plans call for the Company to begin advertising on broadcast TV stations throughout the State of South Carolina. In addition, the Company will specifically target stations with affiliate TV and Radio stations.

Implementation will begin upon completion of the Company's Print Media Campaign. Stand Up Wireless anticipates that it will take approximately six (6) months to fully implement its Broadcast Outreach in all of the designated service area. Like the Company's print media campaign, Stand Up Wireless anticipates that its broadcast advertising campaign will continue unabated.

## **II. Qualification and Enrollment**

Lifeline is a program that provides eligible consumers with a monthly recurring discount, off of the rate for basic local exchange service, of up to \$13.50.

Consumers are eligible for Lifeline support if their annual household income is at or below 135 % of the Federal Poverty Guidelines or if they participate in one of the following State or federal-approved needs-based programs:

- Medicaid
- Temporary Assistance for Needy Families (TANF)
- Supplemental Nutrition Assistance Program (Food Stamps)
- Supplemental Security Income (SSI)
- Federal Public Housing Assistance (Section 8)
- Low-Income Home Energy Assistance Program (LIHEAP)
- National School Lunch Program's free lunch program

Stand Up Wireless has detailed information of the specific requirements for eligibility in Lifeline on a state-by-state basis.

All advertising and outreach materials will direct consumers to call Stand Up Wireless at toll free (800) 544-4441. The Company's customer service representatives will assist consumers to determine if they are eligible for Lifeline benefits. When a customer is deemed eligible, representatives will send, by fax, email, or U.S. mail, a copy of the Company's application form. This form allows customers to certify, under penalty of perjury, that they meet the need-based eligibility requirements of the State. In addition, Stand Up Wireless requires all customers to provide documentation of proof of eligibility, which can be in the form of, for



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## **II. Qualification and Enrollment**

Lifeline is a program that provides eligible consumers with a monthly recurring discount, off of the rate for basic local exchange service, of up to \$9.25.

Consumers are eligible for Lifeline support if their annual household income is at or below 135 % of the Federal Poverty Guidelines or if they participate in one of the following State or federal-approved needs-based programs:

- Medicaid
- Temporary Assistance for Needy Families (TANF)
- Supplemental Nutrition Assistance Program (Food Stamps)
- Supplemental Security Income (SSI)
- Federal Public Housing Assistance (Section 8)
- Low-Income Home Energy Assistance Program (LIHEAP)
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example, a copy of the customers Medicaid card, Food Stamp card, or certification from the appropriate State Department. Eligible customer accounts will be enrolled in Lifeline and applicable Lifeline credits will be provided after proof of eligibility has been received by the Company.

### **III. Verification of Continued Eligibility**

The FCC has recommended that all states, including federal default states, be required to establish procedures to verify each consumers' continued eligibility in the Lifeline program.

Except for subscribers in states where a state Lifeline administrator or other state agency is responsible for re-certification of subscribers' Lifeline eligibility, Stand Up Wireless re-certifies a subscriber's eligibility for Lifeline by:

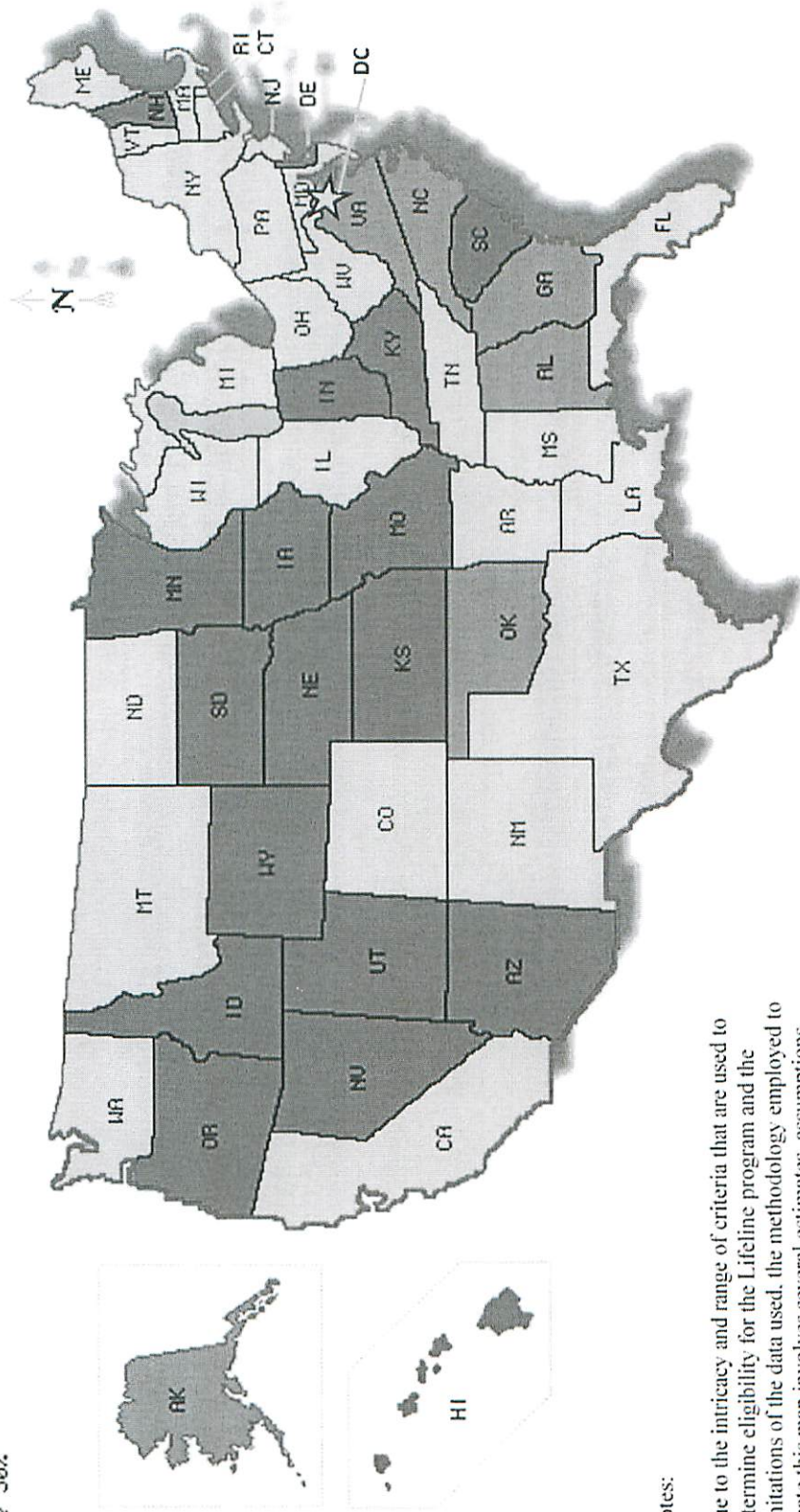
- (i) Querying the appropriate eligibility databases, confirming that the subscriber still meets the program-based eligibility requirements for Lifeline, and documenting the results of that review; or
- (ii) Querying the appropriate income databases, confirming that the subscriber continues to meet the income-based eligibility requirements for Lifeline, and documenting the results of that review; or
- (iii) Obtaining a signed certification from the subscriber that meets the certification requirements in C.F.R. § 54.410(d).

**EXHIBIT 7**

**2010 Lifeline Participation Rates by State**



## 2010 Lifeline Participation Rates by State



Due to the intricacy and range of criteria that are used to determine eligibility for the Lifeline program and the limitations of the data used, the methodology employed to create this map involves several estimates, assumptions, simplifications, and omissions. Therefore, the rates generated on this map should be treated as estimates only.

## **EXHIBIT 8**

### **Wire Centers**

WIRE CENTER	LOCALITY
ABVLSCXA	ABBEVILLE
AIKNSCMA	AIKEN2
ARSNSCAH	ANDERSON
ARSNSCMA	ANDERSON
ARSNSCTV	ANDERSON
AWDWSCXA	AWENDAW
AYNRSCXA	AYNOR
BATHSCMA	BATH
BAVLSCMA	BLACKVILLE
BETNSCMA	BELTON
BFTNSCAQ	BLUFFTON
BFTNSCXA	BLUFFTON
BHISSCMA	BEECH ISLAND1
BHVLSCXA	BRANCHVILLE
BLBGSCMA	BLACKSBURG
BLNHSCMA	BLENHEIM
BLRGSCMA	BLUE RIDGE
BONNSCXA	BONNEAU
BRWLSCBE	BARNWELL
BSVLSCAV	BISHOPVILLE RURAL
BSVLSCXA	BISHOPVILLE
BTBGSCMA	BATESBURG
BUFTSCXA	LOW COUNTRY
BWMNSCXA	BOWMAN
CENTSCWS	CENTRAL
CHAPSCCL	CHAPIN-LITTLE MTN SO
CHESSCXA	CHESTER
CHFDSCXA	CHESTERFIELD
CHPLSCXA	CHAPPELLS
CHRWSCES	CHERAW
CHSNSCXA	CHESNEE
CHTNSCDP	CHARLESTON1
CHTNSCDT	ISLE OF PALMS
CHTNSCJM	CHARLESTON1
CHTNSCJN	CHARLESTON1
CHTNSCLB	CHARLESTON1
CHTNSCNO	CHARLESTON1
CHTNSCWA	CHARLESTON1
CLCKSCXA	GEORGETOWN
CLHLSCXA	CLARKS HILL
CLIOSCMA	CLIO
CLMASCAR	COLUMBIA1
CLMASCBQ	COLUMBIA1
CLMASCCH	COLUMBIA1
CLMASCDF	COLUMBIA1
CLMASCPA	COLUMBIA2
CLMASCSA	COLUMBIA2
CLMAS CSC	COLUMBIA1
CLMASCSH	COLUMBIA2



WIRE CENTER	LOCALITY
CLMASCSN	COLUMBIA2
CLMASCSU	COLUMBIA1
CLMASCSW	COLUMBIA1
CLSNSCMA	CLEMSON
CLTNSCMA	CLINTON
CLVRSCES	CLOVER
CMDNSCLG	CAMDEN
CMDNSCMA	CAMDEN
CMPBSCXA	CAMPOBELLO
CMRNSCXA	CAMERON
CNWYSCXA	CONWAY
CNWYSCXB	SOUTH CONWAY
CNWYSCXC	MURRELLS INLET
CNWYSCXM	NORTH CONWAY
CRHLSCXA	CROSS HILL
CRSSSCXA	CROSS
CTVLSCXA	COTTAGEVILLE
CWPNSCMA	COWPENS
DLLNSCMA	DILLON
DRTNSCMA	DARLINGTON
DWSTSCXA	DUE WEST
EDBHSCMA	EDISTO ISLAND
EDFDSCMA	EDGEFIELD
ELLRSCXA	ELLOREE
ENORSCXA	ENOREE
EOVRSCMA	EASTOVER
ESLYSCMA	EASLEY
ETVLSCXA	EUTAWVILLE
FLBHSCMA	FOLLY BEACH
FLRNSCMA	MYRTLE BEACH
FLYDSCXA	FLOYDS
FNINSCES	FOUNTAIN INN
FNVLSCMA	SPARTANBURG
FTLWSCXA	FORT LAWN
FTMLSCXB	FORT MILL
GFNYSCMA	GAFFNEY
GIVLSCMA	GRANITEVILLE
GLBRSCXA	GILBERT
GNVLSCBE	GREENVILLE
GNVLSCCH	GREENVILLE
GNVLSCCR	GREENVILLE
GNVLSCDT	SPARTANBURG
GNVLSCWE	GREENVILLE
GNVLSCWP	GREENVILLE
GNVLSCWR	GREENVILLE
GNWDSCXB	GREENWOOD
GNWDSCXC	GREENWOOD
GRCRSCXA	GRAY COURT
GRERSCMA	GREER

WIRE CENTER	LOCALITY
GRFLSCXA	GREAT FALLS
GRTWSCXA	GEORGETOWN
GRVRNCMA	ANTIOCH
GSTANCSO	MILL CREEK
HCGVSCMA	HICKORY GROVE
HCTVSCXA	HICKOYTVRN
HDGSSCXA	HODGES
HLHDSCXA	HILTON HEAD
HLHDSCXB	HILTON HEAD
HLHDSCXC	HILTON HEAD
HLHLSCXA	HOLLY HILL
HLVLSCXA	HARLEYVL
HLWDSCXA	HOLLYWOOD
HMNGSCXA	HEMINGWAY
HMPNSCXA	HAMPTON
HNPWSCMA	HONEA PATH
HNVLSCXA	HENDERSNVL
HRVLSCXA	HARDEEVILLE
HTVLSCMA	HARTSVILLE
HUGRSCXA	HUGER
INMNSCXA	INMAN
ISPLSCIS	SULLIVANS ISLAND
IVA SCXA	IVA
JCSNSCXA	JACKSON
JHTNSCMA	JOHNSTON
JMTWSCXA	JAMESTOWN
JNVLSCMA	JONESVILLE
JONNSCES	JOANNA
KRSHSCXB	KERSHAW
LAMRSCXA	LAMAR
LATTSCLS	LATTA
LBNNSCXA	LEBANON
LBRTSCMA	LIBERTY
LKWDSCXA	LAKEWOOD
LKWLS CRS	LAKE WYLIE, SC
LNCSSCXA	LANCASTER
LNDRCSCXA	LANDRUM
LODGSCXA	LODGE
LORISCXA	LORIS
LRBYSCXA	LAUREL BAY
LRNSSCXB	LAURENS RURAL
LRNSSCXC	LAURENS
LWCNSCAA	LOW COUNTRY
LWVLSCXA	LEWISVILLE
LXTNSCXC	LEXINGTON
LYBGSCXA	LYNCHBURG
LYMNSCES	LYMAN
LYMNSCIP	LYMAN
MARNSCBN	MARION

WIRE CENTER	LOCALITY
MARNSCMA	MARION
MCBESCXA	MC BEE
MCCRSCXB	MCCORMICK
MCDNSCXA	MACEDONIA
MLNSSCWP	NICHOLS
MLVLSCXA	MCCLELLANVILLE
MNCRSCXB	CHARLESTON1
MNNGSCXA	MANNING
MNPLSCES	MT PLEASANT
MRINSCXA	DARLINGTON
MRTTSCMA	TRAVELERS REST
MTCRSCXA	MT CARMEL
MTVLSCXA	MOUNTVILLE
MYBHSCXB	MYRTLE BEACH
MYBHSCXC	MYRTLE BEACH
MYBHSCXM	MYRTLE BEACH
MYVLSCXA	MAYESVILLE
NAGSSCMA	BEECH ISLAND2
NMNGSCXA	NORTH MANNING
NRTHSCXB	NORTH
NRWYSCXA	NORWAY
NSMTSCXB	NORTH SUMTER
NSTNSCXA	NORTH SUMMERTON
NTSXSCXA	NINETY SIX
NWBYSCMA	NEWBERRY
NWELSCMA	NEW ELLENTON
ODBHSCXB	NORTH MYRTLE BEACH
OKLDSCXA	OAKLAND
ORBGSCMA	ORANGEBURG
PCKNSCES	PICKENS
PCLTSCMA	PACOLET
PDMTSCES	PIEDMONT
PELISCXA	PELION
PGLDSCXA	PAGELAND
PIVLSCXA	PINEVILLE
PLBHSCXA	PLUMBRANCH
PNBHSCXA	PONDBRANCH
PNTNSCMA	PENDLETON
PNWDSCXA	PINEWOOD
POCLSCXA	POCALLA
PRSRSCMA	PROSPERITY
PWISSCXA	PAWLEYS ISLAND
RCHLSCXB	DAVIDSON
RDLSCXA	RIDGELAND
RDSPSCXA	RIDGE SPRING
RDWYSCXA	RIDGEWAY
RWLDNCMA	ROWLAND
SALDSCXA	SALUDA
SALMSCMA	SALEM



WIRE CENTER	LOCALITY
SANTSCXA	SANTEE
SBRKSCSK	CHARLESTON1
SCHLSCES	SOCIETY HILL
SENCSCMA	SENECA
SHHGSCXB	SHAW AFB HEIGHTS
SMTNSCXA	SUMMERTON
SMTRSC02	ESUMTER
SMTRSCXA	SUMTER
SPBGSCBS	SPARTANBURG
SPBGSCCV	SPARTANBURG
SPBGSCHW	SPARTANBURG
SPBGSCMA	SPARTANBURG
SPBGSCWV	SPARTANBURG
SSVLSCXA	SIMPSONVILLE
STBGSCXA	STATEBURG
STGRSCMA	ST GEORGE
STHLSCXA	ST HELENA ISLAND
STMTSCXA	ST MATTHEWS
STRRSCXA	STARR
SUVLSCMA	SUMMERVILLE2
SWNSSCXB	SWANSEA
SXMLSCMA	SIX MILE
TBVLSCXA	TURBEVILLE
TKNASCST	SENECA
TMVLSCMA	TIMMONSVILLE
TROYSCXA	TROY
TRRSSCMA	TRAVELERS REST
UNINSCMA	UNION,SC
WAMPSCXA	WAMPEE
WAVLSCXA	WABBEVILLE
WCLMSCMA	COLUMBIA2
WDRFSCXA	WOODRUFF
WENDSCXA	WEST END
WGNRSCXA	WAGENER
WHTMSCMA	WHITMIRE
WLBOSC02	SOUTH WALTERBORO
WLBOSCXC	WALTERBORO
WLBOSCXE	NORTH WALTERBORO
WLHLSCES	WALHALLA
WLMSSCXA	WILLIAMS
WLSTSCXA	WILLISTON
WMBHSCXA	WEST MYRTLE BEACH
WMNSSCES	WESTMINSTER
WMTNSCPW	WILLIAMSTON
WNBOSCXA	WINNSBORO
WNHLSCXA	NORTH MYRTLE BEACH
WRSHSCXA	WARE SHOALS
WTRLSCXA	WATERLOO
YMSSSCXA	YEMASSEE

WIRE CENTER	LOCALITY
YORKSCMA	YORK

**EXHIBIT 9**

**Key Management Resumes**



Officer Biography for Global Connection Inc.

David Skogen, CEO

David, a twenty year Telecommunications veteran, joined Global Connection as COO in October of 2009 and was promoted to CEO in January 2010. Prior to joining Global Connection, Dave was Director and General Manager for Verizon Prepaid. In that role, he led the \$100M+ business unit and was responsible for all functions including Sales, Marketing, Finance and Operations. Before being named General Manager, Dave was Director of Marketing and Operations for MCI Prepaid.

In addition to his responsibilities with the Prepaid organization, Dave held many other positions during his twenty year career with MCI/Verizon including Access Cost Management auditor, Senior Manager of Small Business Operations and Director of Business Development for Small Business and Call Center Services.

Dave graduated with a BBA – Finance, with distinction, from the Henry B. Tippie College of Business at the University of Iowa in 1989.

## CERTIFICATE OF SERVICE

The undersigned employee of Elliott & Elliott, P.A. does hereby certify that she has served below listed parties with a copy of the pleading(s) indicated below by mailing a copy of same to them in the United States mail, by regular mail, with sufficient postage affixed thereto and return address clearly marked on the date indicated below:

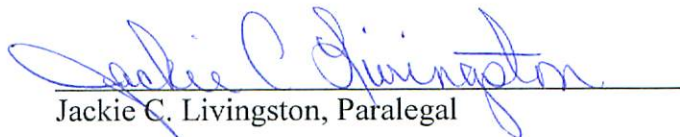
RE: Application of Global Connection Inc of America d/b/a  
Stand Up Wireless as an Eligible Telecommunications  
Carrier in the State of South Carolina

DOCKET NO.:

PARTIES SERVED: C. Dukes Scott, Esquire  
Office of Regulatory Staff  
1401 Main Street, Ste. 900  
Columbia, SC 29201

PLEADING: APPLICATION

April 13, 2012

  
Jackie C. Livingston, Paralegal